

## HOME FOR EVERY FAMILY SUBURBAN OWNERS' HOPE

## "Own Your Home" Campaign to Be Launched Here—Developers Back of Educational Movement

Paulin, president of the Leonia Heights Land Company. Stephen Yates of the Shore Acres Realty Company became chairman of the committee. Also on the committee are W. C. Constant of William E. Harmon & Co., Anning Prall of Staten Island and Mr. Dobson as his associates. It is the intention of the committee to meet in the general committee this week the completion of plans for starting the advertising and public relations campaign. The first meeting of the second week in January by the use of advertising copy of such size as to dominate all other real estate advertising in the area and to appeal to the hearts of those who do not have their own homes to the thought of buying at once.

It is expected that the first part of the campaign in the Leonia neighborhood of \$25,000, but that will only make a beginning. With additional sums to be raised from contributions, donations, real estate substitutions, material concerns and the like is planned to employ every channel through which the money can be raised from the public brought to the consideration of the gen-

eral public. It is called this week when the money for the campaign will be raised and final steps taken to put the plan in operation.

This campaign is a continuation of the cent movements in larger cities throughout the middle and far West. Wherever they have been held the results in homes sold and money expended. New York developers and brokers believe the opportunity for a new era in real estate development never were better and they intend to say so as loudly as they can in the hope of clearing the atmosphere of the depression and the gloom of the past years concerning suburban real estate.

The committee will be its own concern and will keep its activities all concerns whose business methods are in any way questionable. Every effort will be made to keep the campaign free from attacks against illicit practices and to give the understanding that buyers should deal with those interested in the campaign. Integrity

general public. The newspaper advertising will be of a general character, to create a desire to own a home. The subject will be approached on the basis of thrift, better living, patriotism, lower cost of living and similar headings. In addition there will be articles by leaders in thought and industry in which individual home ownership will be advocated. Interest in the campaign is so great that it is expected practically all of the more prominent realty operators and

Many reputable developers and brokers have suffered from the actions of a few concernors who did much to harm the suburban market during the recent boom. The men behind the present campaign want it known that the market has been cleared of such concernors and that the purchase of homes and apartments through members of their organization can be undertaken with every assurance of fair dealing.

**REAL ESTATE AT AUCTION.**

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**Real Estate at Public Auction**  
**SPECIAL SALES DAY**  
**Next Tuesday, December 18**  
AT NOON AT EXCHANGE SALESROOM, 14 VESLEY STREET, NEW YORK CITY  
**EXECUTOR'S AND TRUSTEE'S SALES**  
**ENGLEWOOD, N. J.**  
A 4 1/2 acre estate improved with granite driveway, 10 roomed brick bungalow, manor, gardener's cottage and garage.

**NEWARK, N. J. SPECIAL. Pans. Attch. 170x100x125.**

<b>FAR ROCKAWAY, L. I.</b> N. E. Cor. Jarvis Lane & East Jarvis Lane—about 1,000 ft. So. of Rockaway. A 3-story stucco all-year residence. Size 140x250x125. Irreg.	<b>N. E. Cor. Boerum and Humboldt Sts.</b> BROOKLYN, N. Y. A 2-story and a 3-story brick business building. Size 50x100.
<b>STOWARD &amp; MARK, Pans. Attch. 170x Broadway, N. Y. City.</b>	
<b>W. S. Kingsbridge Terrace</b> Near 230th Street. A large vacant lot, 3 lots in the line.	<b>188-190 East 75th St.</b> Two four-story and cellar brick Tenements. Size 37-40x125.
<b>81-85 Bridge Street</b> BROOKLYN A large manufacturing plot. Size 75x61x125.	<b>YONKERS, N.Y.—43 So. Broadway</b> NEAR GREAT SQUARE. A vacant plot. Size 62x43x125.

**DISCOUNT SALE**  
**497 Canal Street**  
A B1 story and cellar brick business building. Size of lot 17'x70'x9' irreg.

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*Joseph H. Day*  
Auctioneer

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 Two Passenger Elevators on 5th Ave. One Freight Elevator on 17th St.  
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EST. SUNDAY APRIL 1955.

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